

# GRADUATE ENTREPRENEURSHIP PROGRAM



**Santa Clara  
University**

**Center for Innovation  
and Entrepreneurship**



*Connect.  
Educate.  
Launch.*

A career in entrepreneurship has never held greater promise. Technology is driving globalization at an unprecedented rate. The pace of innovation is accelerating. Advancements in IT, biotech, cleantech and other sectors are creating opportunities for visionary entrepreneurs to solve problems on a global scale. Today more than ever, entrepreneurs enabled by technology hold the potential of changing the world for the benefit of humanity.

Located in the heart of Silicon Valley, Santa Clara University is at the global nexus of high technology industry, venture capital and entrepreneurial talent. Santa Clara plays a vital role in the economic health of Silicon Valley, currently enrolling 8,758 talented students from over 22 countries in our top-ranked undergraduate and graduate programs. In addition, Santa Clara supports a notable alumni network of over 70,000 members; more than 50% of whom live and work in the greater San Francisco Bay Area.

As a Jesuit University, Santa Clara educates leaders of competence, conscience and compassion who help fashion a more just, humane and sustainable world. For prospective students seeking to change the world, there is no better place to prepare for a career in entrepreneurship than at “the Jesuit University in Silicon Valley.”

Our graduate program offers a *comprehensive education in high technology entrepreneurship*, including:

**ENTREPRENEURSHIP CONCENTRATION:** This four-course MBA concentration includes Marketing 566 Small Business Entrepreneurship plus three electives.

**MANAGING TECHNOLOGY & INNOVATION CONCENTRATION:** This four-course MBA concentration includes Management 524 Managing Innovation & Technology, IDIS 612 Management of the High Technology Firm Seminar plus two electives.

**STUDENT NETWORK:** The MBA Entrepreneurs Connection (MBA EC) strives to bring entrepreneurial-minded students, alumni, faculty, and industry partners together into an environment that educates, promotes, and fosters venture startup, growth, and exit activities functioning outside of the university community.

**CIE SPEAKER SERIES:** An informative and entertaining event that features leading entrepreneurs sharing experiences and advice with the SCU community.

**STUDENT ENTREPRENEUR OF THE YEAR AWARD:** A prestigious award for graduate entrepreneurship students, recognizes achievement in the entrepreneurship program and promise of future entrepreneurial success.

**VCIC® BUSINESS PLAN COMPETITION:** SCU hosts the Silicon Valley Regional of the Venture Capital Investment Competition, the nation's premiere strategy competition for venture-minded and entrepreneurial MBA students.

**STUDY ABROAD:** The Global Business Perspectives course is designed to immerse the student in the entrepreneurial opportunities abroad through the use of case discussions, readings, lectures, speakers, and a one-week immersion trip.

**MENTORSHIP:** Pairs students with experienced alumni entrepreneurs who serve as trusted entrepreneurial career counselors.

**STARTUP INTERNSHIPS:** Opportunity to apply new entrepreneurial skills in emerging Silicon Valley startups.

**INCUBATOR:** Provides office space and support for select student entrepreneurs.

**eCOUNCIL:** eCouncil provides early stage entrepreneurs with advice, encouragement and connections to help them launch as efficiently as possible.

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For additional details on the above, visit [www.scu.edu/cie](http://www.scu.edu/cie)



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## GRADUATE ENTREPRENEURSHIP PROGRAM SCHEDULING GUIDELINE

### Entrepreneurship Concentration:

#### Faculty Coordinator, *Al Bruno*

MKTG 566 Small Business Entrepreneurship

*Plus* three of the following courses:

IDIS 612 Management of the High Technology Firm Seminar

ECON 430 Game Theory and Human Behavior

FNCE 480 Emerging Company Finance

MKTG 572 Product Market Planning and Strategy

MKTG 568 Marketing Research

or MKTG 590 Channel Marketing

MKTG 592 Internet Marketing and eCommerce

ECON 422/MKTG 588 Topics in Pricing  
and New Product Planning

MGMT 524 Managing Innovation and Technology

*Refer to course catalog for prerequisites*

### Managing Technology & Innovation Concentration:

#### Faculty Coordinator, *Terri Griffith*

MGMT 524 Managing Innovation and Technology

IDIS 612 Management of the High Technology Firm Seminar

*Plus* two of the following courses:

FNCE 460 Mergers, Acquisitions & Corporate Restructuring

MGMT 526 Strategic Human Resources Management

MKTG 566 Small Business Entrepreneurship

MKTG 592 Internet Marketing and eCommerce

OMIS 368/MSIS 606 Software Project Management

OMIS 372/MSIS 602 Information Systems Analysis & Design

OMIS 278/MSIS 604 Information Systems Policy & Strategy

OPPORTUNITY	TIMELINE
Study Abroad IDIS 695 Global Business Perspectives <i>(Refer to Graduate Business Program Global Business Perspectives Guide for Available Opportunities)</i>	Upon completion of prerequisites and 2 quarters residence
MBA Entrepreneurs Connection, Startup Internships, Mentorship, eCouncil	Duration of MBA
CIE Speaker Series	Quarterly Event
Entrepreneur of the Year Award, Business Incubator, VCIC Business Plan competition	Winter/Spring before Graduation

### ADVISORY BOARD

The Advisory Board helps guide the development of the CIE's strategic direction and assists with fundraising to sustain the Center's operations, providing the CIE with a 360 degree perspective of the Silicon Valley ecosystem by bringing together leading Santa Clara University faculty, entrepreneurs, venture capitalists, legal advisors, and corporate executives.

#### Officers:

Steve Foster, CIE Advisory Board Chair  
Managing Partner, Texas Pacific Group Ventures

Rocky Pimentel, CIE Advisory Board Vice Chair  
Chief Operating Officer and Chief Financial Officer McAfee

#### Members:

Jack Balletto, Founder & Managing Member, Sunrise Capital Funds  
Graham Barnes, Chief Executive Officer, Concerro

Robb Browne, Partner, Venture Capital Advisory Group Leader  
Ernst & Young

Dennis Capovilla, President & CEO, Southwall Technologies Inc.

Nelson Chan, Director, Synaptics Incorporated & Silicon  
Laboratories Inc.

Shankar Chandran, Principal, Panorama Capital

Jim Chapman, Founding Partner, Silicon Valley Law Group

Derek Dukes, Founder & CEO, Dipity Inc.

Irwin Federman, General Partner, U.S. Venture Partners

Brent Jones, Managing Director, Northgate Capital

Ken Linhares, Partner, Fenwick & West LLP

Jim Marshall, Founding Partner, Selby Venture Partners

Alex Mendez, Founding Partner, Storm Ventures LLC

Larry Nally, Managing Partner, Pima Direct

Bryan Neider, Vice President & Chief Financial Officer, Electronic Arts  
Worldwide Studios

Frank Rahmani, Partner, Cooley Godward Kronish LLP

Jay Shepard, Executive-in-Residence, Sofinnova Ventures

George Sollman, Chairman & Founder, Arabesque Investments, LLC

Steve Sordello, Chief Financial Officer, LinkedIn

Bryan Stolle, Partner, Mohr Davidow Ventures

Marc van den Berg, Managing Director, Vantage Point Venture Partners

#### Ex-Officio Members:

Godfrey Mungal, Dean, Santa Clara University  
School of Engineering

Donald Polden, Dean, Santa Clara University School of Law

Barry Posner, Professor of Leadership & Former Dean,  
Santa Clara University Leavey School of Business

Atom Yee, Dean, Santa Clara University College of Arts and Sciences

CENTER FOR INNOVATION & ENTREPRENEURSHIP

SANTA CLARA UNIVERSITY

LEAVEY SCHOOL OF BUSINESS

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